

Case Study:

Abington Savings Bank
Abington, Massachusetts

Strategic Planning Pays Off in Banking

Abington Savings Bank in Southeastern Massachusetts is a mid-size community bank with \$950 million in assets and 350 employees. Now with 17 branch locations.

The Challenge: To keep pace in a competitive and rapidly changing banking industry, the Bank decided to reposition itself in the market and to make critical changes in its products and its culture in the early 1990s.

Previously focused on residential mortgage sales, the changes brought about by banking deregulation demanded a shift in emphasis to retail consumer banking. New banking products such as free checking became important, as did commercial business acquisition.

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Donna Thaxter
Senior VP of
Retail Banking

“We were really struggling to find the right people to sell and to create a sales culture in the organization,” said Donna Thaxter, Senior VP of Retail Banking. “We wanted to grow and become a service-focused organization with a positive impact on our community.”

The Process: Several years ago, Thaxter first met her Predictive Index (PI) Consultant. He demonstrated how PI could help the Bank grow and she was impressed. “We could see that the Predictive Index would help us with many of the decisions we had to make. It sold itself immediately,” she said.

With the Predictive Index, Abington Savings Bank made the right decisions about which of their people could perform most productively in various roles. “PI helped us get there faster,” said Thaxter. “Instead of losing a lot of time to trial and error, we were able to make the changes we needed to make quickly and smoothly. Thanks to PI our dramatic change in culture wasn’t an impossible, overwhelming task.”

In the intervening years, bank management has used PI and worked with their consultant to overhaul the entire management process in an effort to improve performance at all levels, from tellers to customer service to vice presidents. By empowering and leveraging its most critical resource—its people—the bank has maintained its competitive edge in a fiercely competitive market.

The Results: “Last year was the Bank’s best year ever and PI was certainly a part of that. We had better field results, better overall efficiency, reduced expenses, and increased sales all adding up to net growth of 24%,” said Thaxter.

The Predictive Index® is a unique, in-house management tool used by executives throughout the world for almost 50 years to develop leaders and build successful businesses. PI Worldwide is an international association of management consultants who help companies use PI to manage their most important resource—their people.

